

**WHAT IS CLAIMED IS:**

1. A method for providing a color palette which facilitates user selection of colors having a consistent appearance across different platforms, comprising the steps of:
  - 5 determining the achromatic colors to be located within a color palette;  
arranging all the achromatic colors in one contiguous grouping within the palette;  
placing blends of non web-safe chromatic colors in a second contiguous grouping within the palette; and
  - 10 placing all web-safe chromatic colors, including blends created from the web-safe chromatic colors, in a third contiguous grouping within the palette.
2. The method of claim 1, wherein the non web-safe chromatic colors are positioned within said second grouping by their respective hues.
3. The method of claim 1, wherein the blends are created from the non  
15 web-safe chromatic colors via incremental changes in saturation and value.
4. The method of claim 1, wherein the blends of non web-safe chromatic colors are arranged in order from lightest to darkest within said second grouping.
5. The method of claim 1, wherein the web-safe chromatic colors are  
20 grouped by hue within said third grouping.

6. The method of claim 1, wherein said blends of web-safe chromatic colors are created via incremental changes in saturation and value.

7. The method of claim 1, wherein a subgroup of web-safe chromatic color blends are arranged within said third grouping to form a square wherein the colors are arranged on one side of a diagonal of the square horizontally in order of decreasing saturation towards said diagonal and vertically in order of decreasing value towards said diagonal, and the colors in the other side of the diagonal are arranged horizontally decreasing in value towards said diagonal and vertically decreasing in saturation towards said diagonal.

8. The method of claim 7, wherein the colors on one side of said diagonal are primary colors and the colors on the other side of said diagonal are secondary colors.

9. The method of claim 7, wherein a subgroup of additional secondary colors are positioned adjacent their corresponding square and form a rectangle.

10. The method of claim 1, wherein said palette comprises a grid of rows and columns in which said colors are displayed, and said one grouping comprises one row or column of said grid.

11. The method of claim 10, wherein said one grouping is positioned in a row or column at an edge of said grid.

12. The method of claim 10, wherein said achromatic colors are arranged in order from lightest to darkest within said one row or column.

13. The method of claim 10 wherein said one row or column contains one contiguous subgroup of web-safe colors, and a second contiguous subgroup of non web-safe colors.

14. A computer readable medium containing a program which executes  
5 the following steps:

determining the achromatic colors to be located within a color palette;

arranging all the achromatic colors in one contiguous grouping within the  
palette;

10 placing blends of non web-safe chromatic colors in a second contiguous  
grouping within the palette; and

placing all web-safe chromatic colors, including blends created from the  
web-safe chromatic colors, in a third contiguous grouping within the palette.

15. An apparatus which implements a color palette that facilitates user  
selection of web-safe colors, comprising:

15 a computer;

a storage device that stores a color palette; and

a display device that displays the color palette;

20 wherein the color palette is organized into one contiguous grouping  
of achromatic colors, a second contiguous grouping of non web-safe chromatic  
colors, and a third contiguous grouping of web-safe chromatic colors, including  
blends that are created from the web-safe chromatic colors.

16. A color palette for display in a graphical user interface of a  
computer, said color palette comprising one contiguous grouping of achromatic  
colors, a second contiguous grouping of non web-safe chromatic colors, and a

third contiguous grouping of web-safe chromatic colors, including blends that are created from the web-safe chromatic colors.

17. A method for displaying colors in a color palette, comprising the steps of:

- 5           arranging colors associated with a given hue angle on one side of a diagonal of the rectangular geometric area so that the colors are disposed horizontally in order of decreasing saturation towards said diagonal and vertically in order of decreasing value towards said diagonal, and
- 10           arranging blends of colors in a range of hue angles associated with said given hue angle on the other side of the diagonal so that said blends horizontally decrease in value towards said diagonal and vertically decrease in saturation towards said diagonal.

18. The method of claim 17, wherein the colors on one side of said diagonal are primary colors and the colors on the other side of said diagonal are
- 15           secondary colors.

19. The method of claim 17, wherein a subgroup of additional secondary colors are positioned adjacent said rectangle in a second geometric area.

20. The method of claim 19, wherein said second geometric area is a rectangle.

- 20           21. A color palette for display in a graphical user interface of a computer, said color palette comprising a first contiguous grouping of primary colors, and a second contiguous grouping of secondary colors within a rectangular

area, wherein the colors in said first grouping are associated with a given hue angle and arranged on one side of a diagonal of said rectangular area such that they decrease in saturation along one dimension of said rectangular area in a direction towards said diagonal and decrease in value along the other dimension of said rectangular area in a direction towards said diagonal, and wherein the colors in  
5 said second grouping are within a range of hue angles associated with said given hue angle and arranged on the other side of said diagonal such that they decrease in saturation along said other dimension in a direction towards said diagonal and decrease in value along said one dimension toward said diagonal.